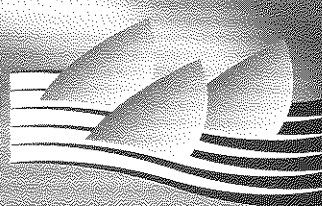
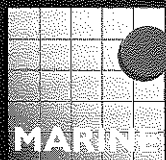


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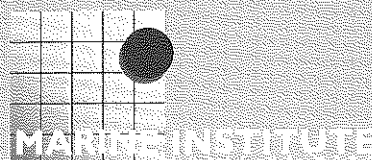
The Economic Significance of Ford Cork Week 1996
International Sailing Regatta.



Yvonne Shields, Brian Deane & Niall McDowell



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A Case Study

The Economic Significance of Ford Cork Week 1996

International Sailing Regatta

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Marine Institute 1997

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1. INTRODUCTION

Ford Cork Week, held biannually, represents the highlight of the Irish sailing calendar and has, since its inception, in 1978 built up a formidable reputation as a world class sailing event.

Over the period 1978 – 1996, entries to the event have grown from 40 boats to 486 boats: a level of participation that facilitates exciting and competitive racing in a number of varied fleets and classes. The 486 boats that participated in 1996 brought an influx of 3,360 participants (boat owners and crew) from all over Ireland, the UK and Europe to the local Cork area.

Ford Cork Week is not, however, an event which appeals merely to boat owners and their crew. The event on the water is complimented by an extensive entertainment programme which, combined with the general ambiance created by the conglomeration of a large number of yachts and their crews, attracts a significant number of non-participating revellers.

The venue for the event, the Royal Cork Yacht Club – founded in 1720, boasts the title of the oldest Yacht Club in the World, and being surrounded by extensive serviced marinas, boatyards, sailmakers, and chandlery, is well suited to hosting a large and prestigious event such as Ford Cork Week.

The Royal Cork Yacht club is located in the small picturesque and traditional village of Crosshaven which is situated on a hillside at the mouth of the Owenabue River within the shelter of Corks famous harbour which is fast becoming the blue water sailors' favourite stop off along Europe's western seaboard. The village is very dependent on the leisure and tourism side of sailing and boating with the boatyards, chandlery and sailmakers providing an important source of employment for local people and the large numbers of visiting yachts in the summer providing an important source of income for the local pubs and restaurants. The Royal Cork Yacht Club itself is a significant seasonal employer, increasing from 8 people full time to 30 during the summer and upwards to one hundred during major events such as Ford Cork Week.

Given the high level of dependence of Crosshaven on the tourism and leisure side of sailing it is to be anticipated that an event on the scale of Ford Cork Week has a significant impact on the local economy. The event focuses the spending power of 3,360 boat owners and crew and a large number of accompanying visitors in the immediate vicinity of Crosshaven. This report, undertaken by the Marine Institute, estimates the revenue generated by the event and investigates its impact on the local economy. The report quantifies the level of expenditure by visitors vis a vis entertainment, accommodation and transport. It also gives a useful breakdown of the age of the attendees, their country of origin, the level of previous attendance, their source of hearing about the event, and an insight into the general organisational issues to be considered in staging an event of this scale.

The report reveals that participants (boat owners and crew) at the event in 1996 spent a total of £1,387,000. In addition, the expenditure of non-participating overseas visitors attending the event was significantly higher than the average spend of overseas visitors to Ireland during the same year.

The influence of the event is such that four out of ten overseas participants attending the event and more than one quarter of the participants from the Republic indicated that they would not have taken an alternative holiday had the event in Cork not been held. This particular response is indicative of the important influence Ford Cork Week has on attracting overseas visitors to Ireland, and also in inducing Irish people to take a holiday at home.

The survey highlights the important role that Ford Cork Week, and other events, fairs and festivals held throughout the country, play with regard to supporting the Irish economy. Apart from Ford Cork Week, the sailing sector alone usually sees a further five or six fixtures annually which attract international visitors.

There are other benefits derived from the event which, although not directly related to the expenditure, are still important. Not least of which must be the media attention and prestige that accompanies the event. All these factors boost the image of Ireland as a future tourist destination and, on a local level, stimulate a sense of community achievement and pride.

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Ford Cork Week, held biannually, represents the highlight of the Irish sailing calendar and has, since its inception, in 1978 built up a formidable reputation as a world class sailing event.

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There are other benefits derived from the event which, although not directly related to the expenditure, are still important. Not least of which must be the media attention and prestige that accompanies the event. All these factors boost the image of Ireland as a future tourist destination and, on a local level, stimulate a sense of community achievement and pride.

2. METHODOLOGY

The following analysis of Ford Cork Week is based on a sample survey carried out during the event. The survey was divided into two separate target groups, participants and non-participants.

PARTICIPANT SAMPLE:

The participant sample was stratified by: overseas crew, overseas boat owners, Irish crew, Irish boat owners, and within each of these strata, the various boat classifications were taken into account. The survey was then weighted by boat type and number of crew to relate the survey to the population (all participants in the event). In all, 144 individuals were interviewed of whom 50 were overseas crew, 38 overseas boat owners, 31 Irish crew and 25 Irish boat owners.

NON-PARTICIPANT SAMPLE:

A random sample of 132 non-participants were interviewed during the course of the event. Since the total number of non-participant visitors to Ford Cork Week was not known it was not possible to link the sample to the total population (all non-participant visitors to Ford Cork Week). Consequently, while the characteristics of visitors and the relative proportions enumerated in the survey accurately reflect the facts, it has not been possible to indicate the total level of expenditure by non-participants. However, since most of those interviewed were part of a group, and if it is assumed that each individual represented his or her group, then the survey covered some 836 people.

3. SURVEY ANALYSIS

3.1 COUNTRY OF ORIGIN

This section explores the country of origin of both the participants and the non participants attending the event.

PARTICIPANTS:

In total there were 3,357 participants (Boat Owners and Crew). The country of residence of these participants is shown in Table 1

Table 1: Participants by Country of Residence.

| | Participants | (%) |
|--------------|--------------|--------------|
| ROI | 1165 | 34.7 |
| England | 1605 | 47.8 |
| Scotland | 121 | 3.6 |
| Wales | 141 | 4.2 |
| N. Ireland | 281 | 8.4 |
| Other | 44 | 1.3 |
| Total | 3357 | 100.0 |

As can be seen from the table 65.3% of participants came from outside the Republic of Ireland, of which 47.8% came from England. These findings are of interest in that they provide evidence of the essential role that this event plays in attracting overseas visitors to Ireland. The intensity of impacts that arise from any given level expenditure by these overseas visitors is greater than the impact of expenditure by domestic tourists. The reason for this is that payment for goods and services by overseas visitors releases a fresh flow of money into the domestic economy and represents an addition to the income of the country.

The area of residence of those from the Republic of Ireland, who participated, is indicated in Table 2

Table 2: Area of Residence of Participants from the ROI.

| | Participants | (%) |
|-----------------|--------------|--------------|
| Cork | 526 | 45.2 |
| Dublin | 418 | 35.9 |
| Rest of Ireland | 221 | 19.0 |
| Total | 1,165 | 100.0 |

45% of Irish participants were local to the Cork area and 36% came from the Dublin area. It is apparent that these two locations represent the primary centres for boating in Ireland. Those people travelling to the event from locations in Ireland other than Cork fall into the category of domestic tourists. Although their expenditure does not have such a positive impact on the national economy it still benefits the local economy.

NON-PARTICIPANTS:

Table 3 provides a breakdown of non-participant respondents by country of residence. It also takes account of the number of persons in the respondents group (i.e. friends and relatives accompanying them to the event).

The analysis excludes visitors to Ford Cork Week who live in Cork City or who are from Cork County but did not overnight in Cork during the event. By omitting this category of information the analysis is excluding those people who made no additional contribution to the wealth of the area. The table indicates that as with participating respondents, the majority of non participating respondents visiting the event came from England, and the majority of domestic non participants came from Dublin and Cork.

Table 3: Interviewees and those Represented by Country of Residence

| Country | Interviews | Representation |
|-----------------|------------|----------------|
| England | 37 | 280 |
| Scotland | 2 | 23 |
| Wales | 3 | 9 |
| Europe | 7 | 87 |
| Other foreign | 12 | 54 |
| N. Ireland | 6 | 44 |
| Rest of Ireland | 13 | 62 |
| Dublin | 28 | 169 |
| Cork County | 24 | 108 |
| Total | 132 | 836 |

3.2 EXPENDITURE

PARTICIPANTS:

Participants spent a total of £1,387,000 during the course of the event, of which £980,000, or 71%, was by participants living outside the RoI. The average expenditure of these overseas participants (excluding access transport) was £372. This compares favourably with the average expenditure accorded to visitors coming to Ireland in general; in 1996 it was estimated that the average visitor spent £310 per head, some 17% lower than expenditure accorded to visitors to Ford Cork Week. Details of expenditure by overseas participants is broken down by type in table 4.

Table 4: Expenditure by Overseas Participants by Type.

| Type | IR£ |
|---------------|----------------|
| Entry Fees | 68,700 |
| Transport | 164,005 |
| Accommodation | 167,281 |
| Entertainment | 457,584 |
| Repairs | 78,489 |
| Other | 44,047 |
| Total | 980,106 |

Overseas visitors spent almost £170,000 on accommodation, in excess of £450,000 on 'entertainment', £78,000 on repairs and miscellaneous expenditure of £44,000. A further contribution of £69,000 arose from entry fees.

Expenditures by participants living in the Republic of Ireland are shown in Table 5.

Table 5: ROI Expenditure by Type.

| Paste | IR£ |
|---------------|----------------|
| Entry Fees | 26,600 |
| Transport | 34,240 |
| Accommodation | 105,642 |
| Entertainment | 190,496 |
| Repairs | 36,287 |
| Other | 13,956 |
| Total | 407,221 |

Participants living in the RoI spent a little over £400,000. Of this, some 55% arose from participants living outside the Cork area, thus making a further important contribution to the local economy.

It is apparent that entertainment absorbed the majority of spend accorded to both overseas and domestic participants. This finding reflects the important part played by the social aspect of the event. The entertainments contributed significantly to the overall enjoyment of the event and made the most significant contribution to the local economy.

NON-PARTICIPANTS:

Total expenditure by non-participant visitors amounted to £527,000 of which nearly 81% came from visitors from outside the RoI. The figure is based on a sample of non participants and assumes that their level of expenditure is matched by other members of their group.

Table 6: Expenditure by Country of Residence

| Country | Expenditure |
|-----------------|----------------|
| England | 216,493 |
| Scotland | 5,175 |
| Wales | 4,425 |
| Europe | 144,780 |
| Other foreign | 41,981 |
| N. Ireland | 12,423 |
| Rest of Ireland | 17,813 |
| Dublin | 59,989 |
| Cork County | 24,187 |
| Total | 527,266 |

It is very important to stress that this expenditure includes only those interviewed and the group associated with them.

It was not possible to link the total number of non-participants interviewed to the total number of non-participant visitors to Ford Cork Week and, in consequence, aggregate expenditure is substantially underestimated.

The average expenditure of non-participant respondents is shown in Table 7.

Table 7: Average Expenditure of Non Participants

| Country | Average |
|-----------------|---------|
| England | 773.19 |
| Scotland | 225.00 |
| Wales | 491.67 |
| Europe | 1664.14 |
| Other foreign | 777.42 |
| N. Ireland | 282.33 |
| Rest of Ireland | 287.31 |
| Dublin | 354.96 |
| Cork County | 223.96 |

It is interesting to note that expenditure by non-participant visitors from Europe, circa £1664, is double the expenditure attributed to any other non participating respondent. There are obvious economic advantages in attracting this type of high spending visitor to the event.

The average expenditure of all visitors to Ireland in 1996 was £310 which indicates that, with the exception of those respondents from Scotland, expenditure by visitors to Ford Cork Week was well above the national average.

3.3 NUMBER OF BED NIGHTS GENERATED

PARTICIPANTS:

The number of bed nights generated in the Cork area by overseas participants, arising from Ford Cork Week, is set out in Table 8.

Table 8: Bed Nights Generated by Country of Residence (Overseas Participants)

| Country | Nights |
|--------------|---------------|
| England | 10,864 |
| Scotland | 849 |
| Wales | 1,140 |
| N. Ireland | 1,141 |
| Other | 306 |
| Total | 14,300 |

By far the greatest number of nights were accounted for by visitors from England who generated nearly 11,000 bed nights, or 76% of all overseas bed nights.

The number of nights by area of residence spent by participants from the Republic of Ireland is shown in Table 9.

Table 9: Nights by Area of Residence, Republic of Ireland.

| | Nights |
|-----------------|--------------|
| Cork | 3,453 |
| Dublin | 2,764 |
| Rest of Ireland | 1,368 |
| Total | 7,585 |

Some 36% of nights were spent by visitors from Dublin and 18% by visitors who lived elsewhere in the RoI. Approximately 46% of nights were accounted for by people who live in the Cork area.

Overseas participants and participants from the RoI (excluding those from Cork) generated an aggregate of 18,430 bed nights and stayed an average 6.5 nights. This represents an additional 2,830 people daily staying in the

Cork area during the event.

NON-PARTICIPANTS:

The average length of stay of non-participants in the Cork area is recorded in Table 10.

Table 10: Length of Stay by non participants in the Cork Area.

| Country | Days |
|-----------------|------|
| England | 6.4 |
| Scotland | 6.0 |
| Wales | 7.3 |
| Europe | 21.4 |
| Other foreign | 11.3 |
| N. Ireland | 4.7 |
| Rest of Ireland | 5.2 |
| Dublin | 6.0 |
| Cork County | 3.2 |

Distance from home, not surprisingly, appears to be a factor in determining the length of time people stayed in the Cork area. European and other foreign visitors stayed the longest and people living in Cork County spent the least time. Most visitors stayed between five and seven days.

3.4 ACCOMMODATION

This section provides information on the various types of accommodation used by visitors to the Cork area.

PARTICIPANTS:

In total, participants spent 21,500 nights in the Cork area. The type of accommodation used is set out in Table 11.

Table 11: Accommodation Used by Participants

| Type of Accommodation | Nights | (%) |
|-----------------------|---------------|--------------|
| B&B | 2,058 | 9.4 |
| Caravan/Camping | 1,183 | 5.4 |
| Friends/relatives | 691 | 3.2 |
| Hotel | 2,161 | 9.9 |
| On vessel | 6,716 | 30.7 |
| Rented Accommodation | 6,724 | 30.7 |
| Other ¹ | 2,352 | 10.7 |
| Total | 21,885 | 100.0 |

Rented accommodation accounted for nearly one in every three bednights as did those staying on yachts. About one out of every ten bednights was spent in a hotel and a similar proportion in guesthouses. A small proportion of participants, circa 5%, used camping and caravan facilities. In aggregate there were 4,200 bednights in serviced accommodation (hotels and guesthouses) and 7,900 nights in paid, unserviced accommodation (caravan/camping and rented). Both serviced and unserviced accommodation induce expenditure that supports the local economy; serviced accommodation

being particularly beneficial because of the higher level of employment involved.

NON-PARTICIPANTS:

The type of accommodation used by non-participant respondents is shown in Table 12.

Table 12: Accommodation Used, %

| Accommodation | Overseas | Republic | Total |
|----------------------|--------------|--------------|--------------|
| Hotel | 10.6 | 9.5 | 10.1 |
| B&B | 19.7 | 11.1 | 15.5 |
| Rented accommodation | 24.2 | 3.2 | 14.0 |
| Caravan/Camping | 4.6 | 9.5 | 7.0 |
| Own home | 0.0 | 14.3 | 7.0 |
| Friends/relatives | 25.8 | 38.1 | 31.8 |
| On vessel | 12.1 | 14.3 | 13.2 |
| Other | 3.0 | 0.0 | 1.6 |
| Total | 100.0 | 100.0 | 100.0 |

Nearly one third of all non-participant respondents stayed with Friends or Relatives and one quarter used either Hotels or B&Bs. About one third of overseas visitors stayed in Hotels or B&Bs while one quarter rented accommodation and a further quarter stayed with Friends or Relatives. Some 60 per cent of overseas visitors paid for accommodation compared to 33 per cent of those from the Republic.

3.5 ACCOMMODATION VALUE

PARTICIPANTS:

Participants were asked to rate the value for money they accorded to the accommodation they used and the results are shown in Table 13 below:

Table 13: Accommodation Value for Money

| Rating | (%) |
|--------------|--------------|
| Excellent | 34.1 |
| Good | 34.1 |
| Fair | 16.5 |
| Poor | 15.4 |
| Total | 100.0 |

Two thirds of respondents considered their accommodation of either excellent or good value and a further 16% thought it to be fair value. However, nearly one out of every six visitors considered their accommodation poor value.

Of the group who considered their accommodation to be poor value, the type of accommodation most frequently mentioned is shown in Table 14.

Table 14: Poor Value for Money Accommodation

| Type | (%) |
|----------------------|------|
| B&B | 7.1 |
| Caravan/Camping | 35.7 |
| Rented accommodation | 50.0 |

Seven percent of individuals who used guesthouse accommodation were dissatisfied with the value. Of those using Caravan/Camping a little over one third rated it as poor, while as many as half of all respondents who used Rented Accommodation thought it to be poor value. In the context of tourism, where 'word of mouth' promotion is so important (see Section 3.9), it is critical to the future of the event that the reasons underlying such high

levels of dissatisfaction are addressed.

3.6 METHOD OF TRAVEL

PARTICIPANTS:

The mode of transport used by participants to attend Ford Cork Week is set out in table 15.

Table 15: Method of Travel to Cork

| Mode of Travel | (%) |
|---------------------------|--------------|
| Aeroplane and Train/coach | 10.4 |
| Car ¹ | 31.9 |
| Ferry and Car | 16.7 |
| Ferry and Train/coach | 0.7 |
| Train or Coach | 0.7 |
| Under sail | 37.5 |
| Other | 2.1 |
| Total | 100.0 |

Almost 40% of participants chose to travel to Cork under sail. Of the remainder, 17% used the ferry and about one in ten travelled by aeroplane. Some 580 individuals, therefore, came by ferry and 350 by aeroplane.

Note 1: Includes participants living in Cork

NON-PARTICIPANTS:

The mode of travel used by non-participants to attend Ford Cork Week is set out in table 16.

Four out of every ten respondents arrived by car, many of whom were visitors from places in Ireland other than Cork city. About half of foreign visitors travelled by ferry and car and a further quarter by aeroplane. Approximately one in seven visitors arrived under sail.

Table 16: Mode of Travel, %

| Mode of Arrival | England | Scotland | Wales | Europe | Other Foreign | Nth. Ireland | Rest of Ireland | Dublin | Cork County | Total |
|-------------------------|------------|------------|------------|------------|---------------|--------------|-----------------|------------|-------------|-------------|
| Aeroplane + Train/coach | 18.9 | 0.0 | 0.0 | 28.6 | 25.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.1 |
| Car | 2.7 | 0.0 | 0.0 | 0.0 | 8.3 | 83.3 | 69.2 | 64.3 | 75.0 | 39.4 |
| Ferry + Train/coach | 2.7 | 0.0 | 0.0 | 0.0 | 8.3 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 |
| Ferry and Car | 51.4 | 50.0 | 66.7 | 14.3 | 25.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.7 |
| Other | 2.7 | 0.0 | 0.0 | 42.9 | 16.7 | 0.0 | 15.4 | 3.6 | 12.5 | 9.1 |
| Sail | 21.6 | 50.0 | 33.3 | 14.3 | 16.7 | 0.0 | 0.0 | 17.9 | 0.0 | 13.6 |
| Train or Coach | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.7 | 15.4 | 14.3 | 12.5 | 7.6 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

3.7 INTENTION TO TAKE A HOLIDAY

PARTICIPANTS:

Respondents were asked the question "If Ford Cork Week had not taken place, would you have taken an alternative break/holiday instead?". The response to this question is given below in Table 17.

Table 17: Intention to Take a Holiday.

| Holiday Intention | Overseas (%) | Republic (%) |
|-----------------------------|--------------|--------------|
| Yes - would take holiday | 60.2 | 71.4 |
| No – would not take holiday | 39.8 | 28.6 |
| Total | 100 | 100 |

Surprisingly, 40% of overseas participants and 29% of participants from the RoI indicated that they would not have taken an alternative holiday had Ford Cork Week not been held. This level of

response suggests that Ford Cork Week had a very important influence in attracting overseas visitors to Ireland, and also in inducing Irish people to take a holiday at home.

Those participants who indicated that they would have taken a holiday even if Ford Cork Week had not been held, were asked whether this holiday would have been in Ireland or outside Ireland. The results are shown in Table 18.

Table 18: Holiday Destination

| Holiday Intention | Overseas (%) | Republic (%) |
|------------------------------|--------------|--------------|
| Would holiday in Ireland | 7.5 | 40.0 |
| Would not holiday in Ireland | 92.5 | 60.0 |
| Total | 100 | 100.0 |

In excess of 90% of overseas visitors and 60% of participants from the RoI indicated that they would have taken their holiday somewhere else other than in Ireland. Given the level of expenditure accorded to overseas visitors, a substantial amount of revenue would have been lost had Ford Cork Week not taken place.

NON-PARTICIPANTS:

Non-participant respondents were also asked the question "If Ford Cork Week had not taken place, would you have taken an alternative break/holiday instead?". The response was as follows:

Table 19: Intention to Take a Holiday, %

| Holiday Intention | Overseas | Republic | Total |
|-------------------------------|--------------|--------------|--------------|
| No – would not take a holiday | 50.8 | 56.9 | 53.8 |
| Yes – would take a holiday | 49.2 | 43.1 | 46.2 |
| Total | 100.0 | 100.0 | 100.0 |

Remarkably, half of Overseas Visitors indicated they would not have taken an alternative holiday if it had not been for Ford Cork Week; the proportion is even higher in the case of those living in the Republic.

Those who indicated that they would have taken a holiday, even if Ford Cork Week had not taken place, were asked whether this holiday would be in Ireland or outside Ireland. The results are given in table 20 below.

Table 20: Holiday Destination, %

| Holiday Intention | Overseas | Republic | Total |
|-------------------------------|--------------|--------------|--------------|
| Would holiday in Ireland | 39.4 | 84.6 | 59.3 |
| Would holiday outside Ireland | 60.6 | 15.4 | 40.7 |
| Total | 100.0 | 100.0 | 100.0 |

Of those who intended to take a holiday anyway, four out of ten Overseas Visitors would have taken their holiday in Ireland. This increased to nearly 85 per cent for those living in the Republic.

3.8 AGE

PARTICIPANTS:

The age group of participants in Ford Cork Week is set out in Table 21.

Table 21: Age Group of Participants.

| Group | (%) |
|--------------|--------------|
| 15-19 | 6.3 |
| 20-24 | 11.9 |
| 25-29 | 16.7 |
| 30-39 | 26.4 |
| 40-59 | 34.7 |
| Over 60 | 4.2 |
| Total | 100.0 |

A little in excess of one third of participants were between 40 and 59 years of age and one quarter between 30 and 39. In effect, when allowance is made for the differing width of age bands, distribution is remarkably even.

NON-PARTICIPANTS:

The age group of non-participant visitors is shown in Table 22.

Table 22: Age Group, %

| Age group | Overseas | Republic | Total |
|--------------|--------------|--------------|--------------|
| 20-24 | 9.1 | 20.0 | 14.5 |
| 25-29 | 9.1 | 15.4 | 12.2 |
| 30-39 | 25.8 | 20.0 | 22.9 |
| 40-59 | 40.9 | 26.0 | 33.6 |
| Over 60 | 4.6 | 10.5 | 3.1 |
| Total | 100.0 | 100.0 | 100.0 |

Approximately, 20% of overseas visitors and 30% of respondents from the republic were less than 30 years of age. One can assume that the event is more accessible to young people from Ireland than it is for young people from overseas. The only other disparity worth noting from the table is the fact that 40% of overseas respondents indicated their age to be in the

40-59 age band as opposed to only 26% of respondents from the republic.

Considering the overall pattern of responses (participants and non participants) it is apparent that Ford Cork Week is an event which appeals to persons of all ages.

3.9 SOURCE OF HEARING ABOUT FORD CORK WEEK

PARTICIPANTS:

Respondents to the survey were asked to indicate how they had first heard about Ford Cork Week; the responses are indicated in Table 23.

Table 23: Source of Hearing About Event.

| Source | Overseas (%) | Republic (%) |
|----------------------------------|--------------|--------------|
| Friends/Relatives/Fellow Sailors | 76.1 | 62.5 |
| Yachting Press | 12.5 | 3.6 |
| Newspapers/Magazines | 4.5 | 5.3 |
| Event Advertising | 6.8 | 9.0 |
| Other | 0.0 | 19.6 |
| Total | 100.0 | 100.0 |

The most significant aspect of the finding is the importance of 'word of mouth'. This is particularly so for overseas participants where more than eight out of ten heard about Ford Cork Week through friends, relatives or fellow sailors. With respect to the RoI, respondents who indicated

'Other' were, for the most part, club members being influenced or informed by other club members, and should, therefore, be more properly included under the category 'Friends/Relatives/Fellow Sailors'. In this case the proportion hearing through 'word of mouth' would be similar to that of overseas visitors. Because of the exceptional importance of 'word of mouth', as a promotional mechanism, it is essential that participants take with them positive memories of all aspects of the event.

NON-PARTICIPANTS:

The response of non-participants respondents was as follows:

Table 24: Source of Hearing About Ford Cork Week, %

| Source | Overseas | Republic | Total |
|----------------------|--------------|--------------|--------------|
| Accommodation | 1.5 | 0.0 | 0.8 |
| Friends/relatives | 53.0 | 44.6 | 48.9 |
| Guide book | 1.5 | 0.0 | 0.8 |
| Newspapers/magazines | 1.5 | 4.6 | 3.1 |
| Posters etc. | 1.5 | 1.5 | 1.5 |
| Yachting press | 13.6 | 4.6 | 9.2 |
| Other | 27.3 | 44.6 | 35.9 |
| Total | 100.0 | 100.0 | 100.0 |

A little over half of all overseas visitors had heard about the event from friends or relatives and a further 14 per cent through the yachting press. The category designated 'Other', which accounts for 27 per cent of overseas visitors and 45 per cent of visitors from the Republic, includes those who heard through club notices.

3.10 PREVIOUS ATTENDANCE

PARTICIPANTS:

Table 25: Previous Attendance of Participants

| Previous Attendance | Overseas (%) | Republic (%) |
|---------------------|--------------|--------------|
| First Time | 66.7 | 26.8 |
| Second Time | 18.4 | 21.4 |
| Third Time | 6.9 | 14.3 |
| Fourth Time | 6.9 | 25.0 |
| Fifth Time | 1.1 | 5.4 |
| Sixth Time | 0.0 | 7.1 |
| Total | 100.0 | 100.0 |

Respondents were asked to indicate the number of years they had attended Ford Cork Week. (see table 25). From looking at the table it is apparent that two-thirds of overseas participants were attending Ford Cork Week for the first time, while for those from the Republic the proportion was a little over one quarter. It would appear that the event has the capacity to build up a loyal following since significant

numbers are making repeat visits. In this context the disquieting proportion of visitors who were unhappy with the value for money offered by certain types of accommodation is a factor that the organisers should investigate.

NON-PARTICIPANTS:

The number of times non-participant respondents had attended previous Ford Cork Week events is shown in Table 26.

Table 26: Previous Attendance, %

| Previous Attendance | Overseas | Republic | Total |
|---------------------|--------------|--------------|--------------|
| First Time | 80.6 | 52.3 | 66.7 |
| Second Time | 10.4 | 21.5 | 15.9 |
| Third Time | 0.0 | 12.3 | 6.1 |
| Forth Time | 7.5 | 3.1 | 5.3 |
| Fifth Time | 0.0 | 0.0 | 0.0 |
| Sixth Time | 1.5 | 10.8 | 6.1 |
| Total | 100.0 | 100.0 | 100.0 |

Four out of five overseas visitors and one out of every two from the Republic were attending their first Ford Cork Week.

3.11 MAIN REASONS FOR VISITING FORD CORK WEEK

NON-PARTICIPANTS:

Non-participant interviewees were asked what was the main reason for their visit to Cork? Table 27 sets out the responses.

Table 27: Main Purpose of Visit of Non-participants, %

| Reason for Visit | Overseas | Republic | Total |
|----------------------------|--------------|--------------|--------------|
| Ford Cork Week | 68.7 | 67.2 | 67.9 |
| Business | 9.0 | 7.8 | 8.4 |
| Visiting friends/relatives | 11.9 | 15.6 | 13.7 |
| Other | 10.4 | 9.4 | 9.9 |
| Total | 100.0 | 100.0 | 100.0 |

Just over two-thirds of overseas non-participant visitors, and a similar proportion from the Republic, were visiting Cork specifically to attend the event. The reasons why the remaining one-third of overseas came to

Cork are divided more or less equally between business, visiting friends/relatives and other.

3.12 SUGGESTIONS FOR CHANGE

The general consensus from crew members was that the event was excellent; both shore side and on the water. A sample of British crew members were asked to make suggestions regarding future Cork Week events.

- A number of criticisms were made in relation to the management of the racing. Most centred around the issue of overcrowding at marks and at the start and finish lines. There is a general need for better separation of fleets and classes.
- The majority suggested that the price of alcohol (beer in particular) served in the tented village was very high. This is an issue which could be monitored during future events to ensure that drinks do not become prohibitively expensive. It was also felt that there was not enough variety in the provision of food in the regatta village and that the available choice of food was over priced.
- It was expressed by the crews that there is a pressing need for the improvement and the extension of both male and female shower and toilet facilities. The provision of telephones, it was felt, also couldn't meet the demands of such a large volume of people.

3.13 ENJOYMENT FACTORS

British crew members were also asked to identify and rank the factors which contributed to their enjoyment of Ford Cork Week. Competition was ranked highest with 44% of the crews reporting it as being the number one factor contributing to their enjoyment of the event. The general ambience and hospitality of the location also ranked highly with 39% reporting it to be the number one factor contributing to their enjoyment. Race management ranked next followed by non sailing activities and then, lastly, restaurants and pubs.

4. SUMMARY AND CONCLUSION

This report highlights the substantial economic value of Ford Cork Week to the local Cork economy. It reveals the following:

- total expenditure by participants to the event amounted to almost £1,400,000;
- £980,000 (70%) of this total was spent by overseas visitors;
- £666,000 was spent on entertainment and of this £457,000 was spent by overseas visitors;
- almost £270,923 was spent on accommodation by the events participants;
- the average expenditure of overseas participants amounted to £372 (excluding expenditure on access transport).

Expenditure by none participants (circa £530,000) also made a significant contribution to the local Cork economy; 81% (£429,300) of this expenditure can be attributed to overseas visitors. As noted on page 9 of the report, because there was no way to link the number of non participants interviewed to the total number of non participant visitors to Ford Cork Week the aggregate expenditure of almost £2 million is **significantly underestimated**.

The report clearly quantifies the decisive contribution made by out of state visitors to the event. This relates specifically to the high level of expenditure (circa £1,409,000) associated with their attendance at the event, which far exceeds that associated with domestic attendees (circa £521,000). This pattern may also be attributed to other sailing events hosted around the country. A survey carried out during a 'cruise in company' organised by the 'Irish Cruising Club' in 1996, revealed that on average each foreign crew spent over three times per day more than their Irish counterparts.

The importance of expenditure by out of state visitors is inflated when one considers that it represents a fresh flow of money into the economy and behaves as a tourism export which consequently impacts positively on foreign currency earnings and provides a source of additional tax revenue to the Exchequer. This fact certainly raises the status of events which attract large numbers of out of state visitors.

Expenditure by domestic participants represents a diversion of spending away from other goods and services within the domestic economy. It is important to note, however, that 60% of participants from the RoI indicated that they would have taken their holiday somewhere else other than Ireland if Ford Cork Week had not taken place (see section 3.7 – intention to take a holiday). In essence, this represents a type of import substitution or foreign exchange saving as, without the event, the expenditure associated with these persons would have been fed into a foreign economy.

One of the most striking facts revealed by the report was the finding that 92% of out of state participants indicated that they would not have holidayed in Ireland if Ford Cork Week had not taken place. It is important therefore to ensure that there are no disincentives associated with the event that militate against participation by overseas visitors. In particular, the weaknesses associated with the provision of rented accommodation for the event should be addressed by the event organisers.

There are numerous issues related to the participants satisfaction which should be considered when assessing the success of large international events staged in Ireland. A common complaint relates to the provision of toilet and shower facilities which, more often than not, fall short of meeting the demands of the large number of

visitors. The need for a wide range of quality food options which provide good value for money is also essential.

The survey revealed a range of issues associated with race management that the event organisers should be aware of. Most were concerned with the issue of overcrowding at marks and at the start and finish lines. The general view was that there should be a better separation of classes and fleets. Despite this however there was in general a high level of satisfaction with the standard of race management.

Some 44% of British crews reported the high level of competition to be the number one factor contributing to their enjoyment of the event. Thirty nine per cent stated that the general ambience and hospitality of the area was the factor that contributed most to their enjoyment of the event with 18% of British crews reporting race management to be the number one factor contributing to their enjoyment of the event.

Competition and good management can however be copied at other locations therefore it is probably true to say that the general character and atmosphere of an event staged in Ireland can be regarded as being central to its overall international appeal. This is further reinforced by the Irish Cruising Club in a survey of their 'cruise in company 1996' which found that 51% of the respondents to the survey stated that the scenic value and general ambience of Ireland was the primary factor contributing to their high level of enjoyment of the event.

While this report relates exclusively to Ford Cork Week it can be seen to provide an important indicator of the potential value of water-based activity events in general to the Irish economy. The Marine Institute is aware that there are many private sector, leisure and community groups throughout Ireland involved in the development of water-based activity events and it is hoped that this study will assist in guiding future activities.